

# Commands Lay Down Laws of the Land

All commanding officers and officers-in-charge should publish policy statements on traffic safety as directed by OPNAVINST 5100.12G. For units equipped with closed-circuit television systems, a videotaped policy statement by the commanding officer is an ideal means of reaching all personnel during orientation briefings. Commanding officers may also tape-record or personally state their traffic-safety policy to new personnel. If the commanding officer is unavailable, the executive officer, division officer, leading petty officer, or traffic-safety



coordinator should fully explain the command's policy on traffic safety. Among other things, the statement should encourage personnel to call in and extend leave or liberty, rather than attempt to travel when the weather is bad, when they are too tired, or when they have to travel too far. Below are examples of current policies and guidance being implemented at various commands.

## Commander, Navy Region Mid-Atlantic, Virginia

### Restriction on cellphone use

*Where:* All Navy installations in the Mid-Atlantic area

*Reference:* COMNAVREGMIDLANTINST 5560.10

*Enforcement Policy:* Prohibits the use of non-hands-free cell-phones, as well as wearing any other headphones, ear-phones, headsets/earpieces, or other listening devices (not including hearing aids) while operating any motor vehicle, government or private. Parked vehicles are exempt. Policy applies to all drivers, including military, civilians, contractors, and visitors. An exception is provided for fire, emergency-services, police and security personnel performing their official duties.

*Action Agents:* Naval security-force personnel

*Penalties:* Issuance of Armed Forces traffic tickets to violators. Ticketed violators will be assessed three points on their base driving record. An accumulation of 12 points on a driver's record during a 12-month period will result in loss of base-driving privileges for one year.

*Contact:* M.L. Hemmingsen, public safety department, (757) 322-2368 (DSN 262)

## Naval Air Station Oceana, Virginia Beach, Virginia

### Traffic-enforcement penalties for speeding

*Where:* NAS Oceana, Dam Neck Annex and Naval Auxiliary Landing Field Fentress

*Reference:* NASOCEANAINST 5560.1

*Enforcement Policy:* Service members, civilians, and their family members are motivated to obey the speed limits on all air-station roads because of strict penalties for speeding.

*Action Agents:* Commanding officers, executive officers, department heads, officers-in-charge, command master chiefs, and leading chief petty officers promote driving safety by

making their personnel aware of policies and penalties. Base police will enforce policy.

*Penalties:* In an effort to eliminate speeding, driving privileges are suspended on the first offense, per the following:

Speeding	Penalty
+1 to +10 miles over	4 points + 45 days suspension
+11 to +15 miles	5 points + 90 days suspension
+16 and above	6 points + 180 days suspension

*Contact:* NAS Oceana Security Office, (757) 433-2438

## USS John F. Kennedy (CV-67), Mayport, Florida

### Motorcycle-rider policy

*Who:* JFK motorcycle owners and riders

*Enforcement Policy:* All prospective, untrained motorcycle riders (officer and enlisted) who plan to buy a motorcycle must submit a special request chit via their chain of command to their department head. Completed chits must be hand-carried by the Sailor to the command motorcycle-safety-programs coordinator or the safety officer. The following text must be put in the "reason for request" block on the special request chit: "I intend to own and/or operate a motorcycle. I understand the Navy's and USS John F. Kennedy's policies pertaining to operating a motorcycle. I always will not operate a motorcycle until properly trained and licensed. I will wear a helmet and all other personal protective equipment required by OPNAVINST 5100.12G when operating a motorcycle on or off base." These chits are not required for all current, properly licensed and trained JFK motorcycle riders—who are in possession of a Motorcycle Safety Foundation-approved safety course completion card—and have valid motorcycle endorsements on their drivers' licenses.

*Action Agents:* Motorcycle-safety-programs coordinator, safety

officer, Naval Station Mayport instructors.

*Contact:* Cdr. Gene Milowicki, safety officer, milowigv@kennedy.navy.mil, (904) 270-5826 (DSN 960)

### Headquarters and Support Battalion, Marine Corps Base, Camp Lejeune, North Carolina

#### *Arrive Alive Program*

*Where:* All Marines and Sailors assigned to Headquarters and Support Battalion

*Reference:* USMC Policy Letter #4-99

*Enforcement Policy:* Every Marine and Sailor attached to the battalion will have, in their possession at all times, a wallet-sized card containing phone numbers for local cab companies and directions for the driver to collect the full cab fare from officer of the day (OOD). The OOD places a chit in a lockable cash box, annotating the amount paid. The Marine or Sailor repays the fund within three days. The battalion emphasizes that individuals can use the program without fear of reprisal.

*Action Agents:* Battalion logistics officer, battalion Marine Corps Community Services coordinator, and battalion officer of the day.

*Contact:* Jordan L. Pickett, safety manager, jordan.l.pickett@usmc.mil, (910) 451-7454 (DSN 751)

### Commander, Fleet Forces Command, Norfolk, Virginia

#### *Disciplinary action for DUI/DWI cases*

*Where:* All Atlantic Fleet commands and those who report directly to CFFC

*Reference:* ALSAFE 151659Z Mar 06: UCMJ Action Regarding DUI and DWI

*Enforcement Policy:* The policy is based on the results of a pilot initiative by the USS *Theodore Roosevelt* Carrier Strike Group. The new policy authorizes commands to impose NJP or court-martial for DUI/DWI cases prior to civilian adjudication. For units deployed outside of CONUS, theater guidance on foreign criminal-jurisdiction cases still applies.

*Contact:* Marie C. Parker, ADCO, marie.parker@navy.mil, (757) 836-3573 (DSN 836)

### Commander, Naval Forces Japan

#### *Lower BAC level*

*Where:* All Navy installations attached to the 7th Fleet

*Enforcement Policy:* Navy Region Japan has included a lower BAC level (0.03 to 0.05) to coincide with Japan's laws. Known as "Driving While Drinking Indicated."

*Contact:* Winton "Winky" White, safety director, winton.white@fe.navy.mil, DSN 243-6540

## Do You Know What They're Really Thinking?

Impaired and fatigued driving contribute significantly to the large number of fatalities and injuries on the roadways. Alcohol-related deaths accounted for 31 percent of Navy and Marine Corps traffic deaths in FY02-04. Although fatigued-driving fatalities accounted for only 13 percent, it is still a significant percentage of military losses.

**Focus Group:** In spring of 2005, the Naval Safety Center collaborated with the Human Performance Center (HPC) in Dam Neck, Va., and developed a focus group pilot study for USS *George Washington* (CVN-73) to assess drivers' and leaders' prevailing attitudes and beliefs regarding impaired and fatigued driving. The team obtained information on what GW group participants thought were the most effective methods of reducing impaired and fatigued driving. The study also looked at similarities and differences in the attitudes and behaviors of 18-to-26-year-old Sailors who have had DUI charges, Sailors who were non-offenders, and leaders who have had to deal with alcohol-related incidents.

**Mishap-Prevention Value:** The project was an initial step to assist Navy leaders with future projects that will test strategies to mitigate mishaps and reduce traffic-fatality rates among military drivers. The objectives below guided the project:

- Identify influences that affect the behavior of 18-to-26-year-old drivers.
- Inventory command regulations and punishment for traffic violators.
- Review public-information campaigns intended for young drivers.
- Gather information on drivers' knowledge and attitudes toward factors in traffic deaths, as well as command information and educational campaigns.
- Suggest development of future prevention-campaign messages intended for drivers under age 26.

**Key Players:** Five focus groups were conducted over a course of two weeks: four driver groups and one leadership group. A total of 31 drivers between E-1 and E-5 participated in the DUI and non-DUI sessions, and 15 chief petty officers who have had experience as mentor, DAPA coordinator, or training facilitator participated in a separate leadership session. The focus-group sessions and survey were conducted aboard the ship and in classrooms near the ship. A traffic-safety specialist from the Naval Safety Center and moderators from HPC facilitated the sessions.

**Return On Investment:** The sessions produced a significant amount of information, which was instrumental in developing an internal-communication survey for drinking and driving, and driving while fatigued. Four hundred thirty-three Sailors participated in a 15-minute survey to identify possible solutions that may help the problem. The survey asked the participants' opinions on several topics related to drinking/fatigued-driving, including policies, training they have attended, communication strategies and their effectiveness, punishments for offenders, and their thoughts on different ways to prevent drinking/fatigued-driving in the future. The survey results and recommendations were turned over to the GW's commanding officer and safety staff for further consideration. The GW Safety Department, along with the DAPA counselors, used the study to develop public-information materials, education campaigns, and prevention strategies for the 18-to-26-year-old Sailors on their ship.

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# Focus Group Study: A Strategy for Change

In the months following USS *George Washington's* (CVN-73) return to Norfolk from an extremely successful six-month Arabian Gulf deployment in 2004, Capt. Dee Mewbourne, the executive officer, noticed a steady increase in private-motor-vehicle (PMV) incidents because of alcohol, speed and fatigue. He challenged his DAPA and safety department to develop intervention strategies to reduce incidents.

"We were perplexed at the incidents we were seeing," said Cdr. John Reese, *GW's* safety officer. "We knew our ship had introduced several proactive programs to improve safety and change off-duty behavior. We had implemented a mentoring program, followed several best safety practices found on the Naval Safety Center website, and felt good about our efforts. Yet, we clearly had to act fast to prevent unnecessary PMV incidents from getting out of control."

Despite their efforts, ship leaders were concerned about this spike in incidents, so they explored several other avenues. They redoubled their efforts and used the ship's Site TV and IMC announcement systems, safety newsletters, and POD notes to increase safety awareness and promote favorable performance – on and off duty – through better decision-making. They took these actions and also decided to contact the Naval Safety Center to solicit more help.

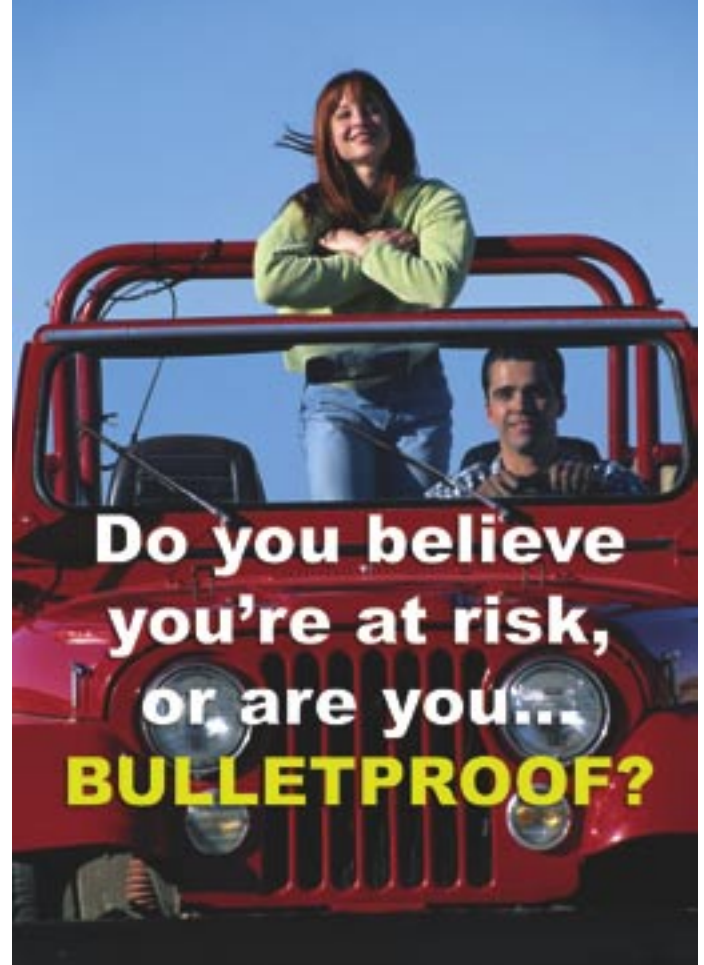
The Naval Safety Center teamed up with the Human Performance Center, which is part of the Center for Personal Development at Dam Neck, Va., to plan a focus-group study for Sailors aboard USS *George Washington*. The goal was to assess drivers' prevailing attitudes and beliefs regarding impaired and fatigued driving and to get their ideas of the most effective methods to prevent crashes, injuries and fatalities.

## Investigating The Problem

A team of safety officers, traffic-safety specialists, and instructional specialists conducted focus groups in February 2005: two driver groups (DUI offenders and non-offenders) and one leadership group. The focus-group team identified potential participants by using data from the Naval Safety Center, identifying 18-to-26-year-old male and female drivers as the high-risk group. The leadership group included division chief petty officers and supervisors who provide guidance and implement command policies affecting driving. The sessions produced a significant amount of information, which was instrumental in developing an internal survey for impaired and fatigued driving. Four hundred thirty-three Sailors participated in a 15-minute survey to identify possible solutions that may help the problem. The results are and recommendations are available on the Safety Center's website at [www.safetycenter.navy.mil/bestpractices/](http://www.safetycenter.navy.mil/bestpractices/).

*We have to find out what is driving our people to ignore warnings and raise personal risk, endangering their lives and the lives of their shipmates.*

— ABHCS(AW) Jonathan Reed



"Our role at the Safety Center is not just to gather statistics and analyze trends," said traffic-safety specialist Mary Brigham. "We're responsible for looking at the numbers more closely and seeing where we can improve. After identifying what the Sailors and leaders would like to see implemented in their command, we will continue to work with the Washington's safety team in designing effective information and education campaigns for their target population."

AEC(AW/SW) Bernadette Kingsley and ABHCS(AW) Jonathan Reed, two of *Washington's* division chiefs, were instrumental in making these sessions a success. "We have to find out what is driving our people to ignore warnings and raise personal risk, endangering their lives and the lives of their shipmates. These focus groups might help," said Senior Chief Reed.

## Strategy For Change

"This out-of-the-box effort has been very interesting," said Cdr. Reese. "We didn't know what to expect, but our people were engaged and seemed ready to look at plans, programs or efforts that might work. We have seen a reduction in our incidents, so we're pleased. Certainly, these focus groups were a step in the right direction."

— Dan Steber

STRATEGIC COMMUNICATIONS COORDINATOR



# Off-Base Tickets Reap On-Base Discipline

Marines and Sailors stationed at Marine Corps Air Station New River know if they get caught by the military police violating a traffic law, there are certain repercussions most are not willing to risk.

What most people may not know is a staff noncommissioned officer (SNCO) or above can issue a third-party citation or complaint against personnel violating traffic laws. The policy, ref. 04175Z-NOV2004, came into effect in 2003, and most SNCOs and officers know about it, but new Marines may not. The policy's intent is the safety and well-being of Marines, Sailors and their dependents.

"We wear camouflage to help us complete our mission in combat, but that doesn't mean we should camouflage ourselves as civilians when we're on leave or liberty," said GySgt. James D. Santiago, headquarters squadron gunnery sergeant. "Marines should act and drive like Marines on or off base."

Through the introduction of this policy, the II Marine Expeditionary Force commanding general empowered SNCOs and officers to act as an extension of the law. After witnessing an illegal act, they need a registration, vehicle description, and, if possible, a description of the driver to file a complaint, said MSgt. David A. Rodgers, military police district New River SNCO-in-charge.

"If a staff NCO or officer observes an unsafe driving act aboard an installation, he or she can report it to the military police," said Rodgers.

"Then we can issue an Armed Forces third-party traffic ticket."

The SNCO or officer who filed the complaint then must appear with the alleged offender in traffic court or fill out a complaint form. This form then is forwarded to the accused Marine's command. At that point, it is up to the command to decide the proper course of action.

"A complaint can be filed both on and off base; however, a citation only can be issued for on-base offenses," said Rodgers.



— Lance Cpl. M. L. Meier  
MARINE CORPS AIR STATION NEW RIVER

## Click It or Ticket May 2006 Mobilization



Buckle Up America is a national campaign to get more people to wear safety belts and to correctly use child-safety seats—an effort that will save lives and prevent injuries. The National Highway Traffic Safety Administration (NHTSA) coordinates the campaign.

Law enforcement is an important aspect of the effort, but the goal of Click It or Ticket isn't to give out tickets. The purpose is to convince people to buckle up and prevent injuries and fatalities. Research proves that the certainty of a ticket and costly fines convinces people to change their behavior.

Click It or Ticket plays a valuable role in the effort to keep people safe on our nation's roads and highways.

### A CALL FOR ACTION

Want to make a difference? As a leader in the armed forces, you can help save the lives of our service members, their families, and the extended community by becoming part of the May 2006 Mobilization for Click It or Ticket and Buckle Up America, which runs from May 15 to June 3, 2006. As role models in the community, the armed forces can play an important role.

### WHAT CAN YOU DO?

A Click It or Ticket Planner, including materials such as resource lists, articles, logos, and sample letters, is available for download at [www.buckleupamerica.org](http://www.buckleupamerica.org).

- Place prominent reminders of the rules that mandate safety belt use on and off base. Wearing safety belts should be the rule for all personnel.
- Incorporate Buckle Up and Click It or Ticket messages promoting safety belt use into your training sessions, meetings and other events.
- Include Click It or Ticket articles and logos in your publications and resources.
- Let all personnel know that local law enforcement will be aggressively ticketing everyone for not wearing safety belts during the Click It or Ticket Mobilization.
- Help enlisted personnel learn more about safety belts and child-safety seats. Print out the resource list from the website as a research aid.
- Let the local media know about your efforts. Send a letter to your local newspaper. The Planner contains a sample letter to the editor.
- Partner with local organizations to support your local community's existing Click It or Ticket campaign by working with schools, law enforcement, and other community groups.
- Distribute materials. Hand out safety belt materials (posters, seatbelt fact sheets, and the Click It or Ticket information sheet) at special events or regular meetings.
- Contact national, state and/or community traffic-safety programs for help. Invite a speaker from a local agency to talk about the importance of buckling up.

The Naval Safety Center Click It or Ticket coordinator is Bonnie Revell. If you need information on setting up a mobilization campaign, contact her at (757) 444-3520, Ext. 7138 (DSN 564), [bonnie.revell@navy.mil](mailto:bonnie.revell@navy.mil).

# Seven Tips for Launching a Campaign That Gets Results

**P**lanning an outreach campaign is easy; executing it is the hard part. A campaign plan has several components that determine success or failure. Depending on your staff and funding, you may elect to create a simple strategy to get you through the campaign or build a dynamic plan that includes a variety of activities, such as safety fairs and exhibit booths. Regardless of how little or big your outreach campaign is, you still will need the right tools to “sell” it to the right audience. Use this marketing plan to help you with everything from selecting a name to finding partners and successfully launching a program that will get results.

**1 PROGRAM NAME.** Decide what you want to call your program and be creative when choosing a name. Knowing your target audience (18-to-26-year-olds) should help you keep away from commonly used titles like “DUI Program” or “Seat Belt Campaign.” Have your DAPA or public affairs officer brainstorm exciting titles for your activity. It is easier to attract people to support a program with an energetic name.

**2 TARGET THE RIGHT AUDIENCE.** Knowing your audience will help you design the program that meets their needs. It’s important to remember that the focus of marketing is people. If you’re concentrating your efforts on the program or results only, you’ll miss the mark. That target—the group of people—is the “bull’s eye” at which you aim all your marketing efforts. Also consider that you have different levels of target market: DoN leaders, 18-to-26-year-old Sailors and Marines; and their friends and families. Tailor your program precisely to your target’s needs, which could mean three different types of marketing plans.

**3 PROGRAM OBJECTIVES.** Focus on what you want to accomplish and know how to reach your target audience. A traffic-safety program should satisfy one basic purpose: to prevent fatalities and injuries. Use this plan as a foundation for outlining realistic and achievable objectives to accomplish these goals: 1) create awareness, 2) generate interest and response, 3) influence actions and attitudes, 4) achieve buy-in, and 5) establish ownership of on and off-duty risk-management processes among all personnel.

**4 PUBLIC-AFFAIRS PLANNING.** The campaign should increase visibility, participation, and implementation of your initiatives. The public-affairs aspect includes internal communications, community relations, and media campaign. Your PAO is a good source of information for internal (DON community) communications guidance. A marketing strategy that can be elevated at local, regional, and national levels also is recommended. A comprehensive media campaign includes radio and TV stations, print media, and the Internet for maximum exposure.

## 5 PROMOTION BUDGET.

This is perhaps the most versatile part of the marketing plan. A change in budget, media or target audience can be made quickly. Promotions also can be effectively changed for specific audience segment efforts. Major promotional strategies include:

- *Advertising:* Appeals to the mass media to improve image and expand customer base. Normally requires a major portion of a promotional budget.
- *Promotions (outreach materials):* Include displays, exhibits, and other multimedia efforts, such as presentations, CDs, or booklets.
- *Publicity (a no-cost element):* Newspapers or other medium will not charge for posting a news release, feature story, or public-service announcement.



**6 STRATEGIC PARTNERSHIPS.** If you have a limited budget, partnerships can be key in keeping costs down. Consider tapping into the resources listed on pages 11 and 19 to get free materials you need for your program. Collaborating with safety-advocate groups, businesses, federal agencies, and military services also can help expand audience reach by doubling your manpower (speakers and subject-matter experts) and resources (driving simulators or display boards).

**7 EVALUATION.** Every step you take in reducing motor-vehicle mishaps helps strengthen the foundation for effective and combat-ready naval forces. When your program is successfully completed, don’t stop there. Continue to gather feedback from your audience and key players through surveys, polls, or group discussions. Compile and review their responses and discuss with your group.

— Evelyn Odango  
TRAFFIC5100 EDITOR

## TOOLS

### Marketing Guides and Resources

The Naval Safety Center has a library of communication tools to help you develop a comprehensive traffic-safety-marketing plan.

*Essential Strategies for Marketing Military Traffic-Safety Programs:* A guide to public-affairs planning and marketing strategies. For more information, contact Evelyn Odango, marketing manager, at [evelyn.odango@navy.mil](mailto:evelyn.odango@navy.mil).

*Media Communications Plan:* A comprehensive campaign plan that includes print, audio, and video activities that target PMV-related mishaps. For more information, contact Dan Steber, strategic communications coordinator, at [danny.steber@navy.mil](mailto:danny.steber@navy.mil).